

ARRANGEMENTS ENABLING AN AUDIENCE
TO REPLAY A PRESENTATION

ABSTRACT

An electronic business card has a memory storing presentation slide images, a display that displays the images, and a processing device that governs the display process. The card has input devices (pads or buttons such as FORWARD, BACK and INDEX) allowing the user to control the display. The display's picture elements are preferably implemented as multi-chromic beads whose respective physical orientations are controlled by the processing device so as to form the viewed image. A method requires a target audience member to view at least one "payload" image (information that a presenter desires to propagate among a target audience), in association with at least one "hook" image (a quiz or game), on an electronic business card, PDA, or PC. The method includes presenting the payload image in association with the hook image, receiving and analyzing a user response, and displaying a reward image if the user response satisfies a criterion.

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